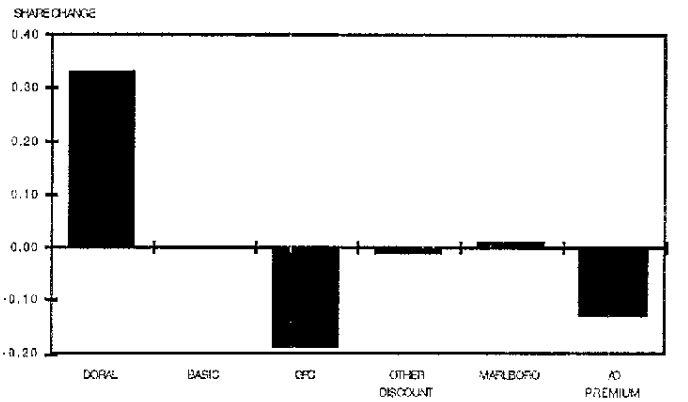
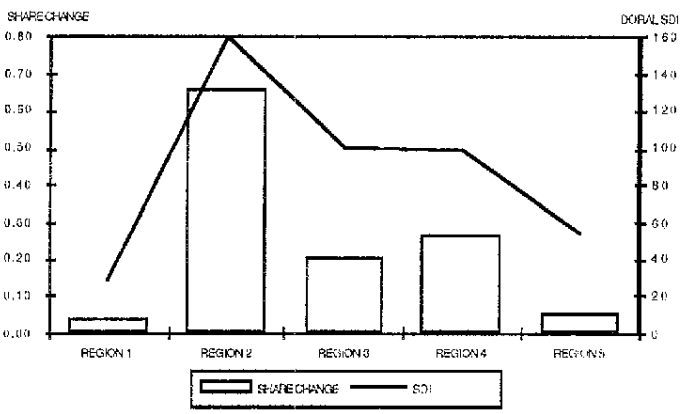
Key Findings

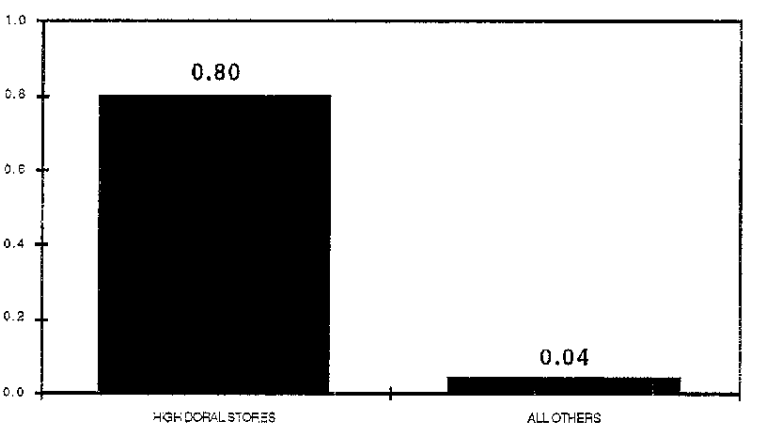
- Doral's share gain from money-off promotions was sourced from both the Premium and Discount categories. Doral gained +0.3 points, sourced primarily from GPC (-0.2 points) and Premium brands excluding Marlboro. Basic and Marlboro appeared unaffected by Doral's share growth.



- Doral promotional responsiveness varied by Region. Given a 10% temporary price reduction, Doral's highest SDI market exhibited the largest share gain (Region 2) while Doral's lowest SDI markets exhibited little to no response (Regions 1 and 5). While Basic is strong in Region 2, its share appeared unaffected by Doral money-off promotions (0.0).



- Doral promotions are effective in highly developed Doral stores (SDI ≥120) but do not appear to provide an incremental benefit in the balance of stores.



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Source: https://www.industrydocuments.ucsf.edu/docs/rgjm0004

- Additional Doral promotional support, from 7/94 thru 8/94, occurred primarily in stores where Doral was at a price disadvantage with GPC and the Lowest Discount brand and/or where the Discount category share was high.

Methodology

For this study Nielsen convenience store level price and movement data for 45 weeks dating mid October 1993 through August 1994 was analyzed. Multivariate regression techniques were used to analyze the effects of 10% temporary price reductions on Doral. The model adjusted for brand share trends, competitive distribution, TPRs, free product offers, other promotional incentives, and long term price changes.

Logistic regression techniques were used to determine common characteristics that define stores that increased Doral promotional incidence. The pre-period was from 4/23 through 6/11 and the post period was from 7/30 through 9/10. Test stores were defined as having a significant increase in Doral promotions from the pre to the post period and control stores lacked Doral promotions in both periods.

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Source: https://www.industrydocuments.ucsf.edu/docs/rgjm0004